

AGENDA
CITY OF EDINA, MINNESOTA
SPORTS DOME STUDY WORK GROUP
COMMUNITY ROOM
Thursday, December 8, 2011
7:30 A.M.

- I. CALL TO ORDER – Chair Fronek called to order at 7:38 A.M.
- II. ROLL CALL – Members present: Ellen Jones, Susan Jacobson, Todd Fronek and David Deeds
- III. APPROVAL OF MEETING AGENDA – Approved
- IV. ADOPTION OF CONSENT AGENDA
 - A. Approval of Minutes - Work group meeting of November 10, 2011. Minutes were approved as written
- V. COMMUNITY COMMENT - None
- VI. REPORTS/RECOMMENDATIONS
 - A. Park and Recreation Consultants, LLC – Discussion of “premises” for study
Premises for dome:
 - 1 Primarily for Edina residents, schools, churches and businesses
 - 2 Focus on the health and wellness and sense of community benefits recreational facilities provide.
 - 3 Provide close-to-home prime time indoor recreational opportunities allowing for reasonable educational study time. Travel and off times create difficult schedules for homework, etc.
 - 4 Improve the recreational program opportunities that utilize indoor facilities.
 - 5 Be available to non-residents groups in order to reduce the financial obligations of Edina participants and taxpayers.
 - 6 Be sensitive to the parents willingness to pay for their child’s participation in their sport of choice – what can they afford? At what point does it get too expensive and you lose participants?
 - 7 Provide for one full length soccer field capable of having two smaller fields running the width of the dome.
 - 8 Provide for the potential of 2 fast pitch softball fields as over lays.
 - 9 Provide for batting / pitching tunnels. They haven’t met with baseball and there is a facility in Bloomington, a facility on Washington Avenue and another baseball facility in Edina.
 - 10 Include a 24-26 weeks season from the last week in October until mid-April. The dome would be closed on Thanksgiving, Christmas, and New Years Days. They don’t see the need for a year round facility – yet.
 - 11 Secure an independent vendor to service the Dome mechanical components.
 - 12 Include a renewal and replacement line item to account for the need to replace the dome, turf, and compressors. Factor into the fee structure the cost to replace major mechanicals and structures. Account for those things from day 1.

- 13 Capitalize all equipment needed for the dome (soccer goals, nets, telephone, software, brush unit) as part of the construction costs to eliminate a capital equipment expenditure in the operating budget. Make sure that this budget doesn't fall short immediately because we have to buy goals, balls, general supplies out of operational budget. That causes a facility to start out behind from the beginning.
- 14 Address the issue of advertising revenues by following an advertising policy developed and approved by the Park Board and the City Council. Naming rights, advertising revenues are not a big number in terms of revenue stream.
- 15 Consider differential pricing as a strategy for dome rental fees – Two tiered pricing system. Resident/Non-Resident; Prime/Non-Prime.
- 16 Maximize the first year financial success by completing construction in time to start renting the dome by October, 2013. You don't want to open a dome on 1/1.

Deliverables

- Determine a program plan for the Sports Dome that will meet the identified recreational needs and desires of the City of Edina community
 - Determine the financial feasibility of operating a Sports Dome
 - Identify market demand and rental revenue potential of a Sports Dome
 - Prepare a pro forma operating budget (revenue and expenditures) for years 1 through 3 and inflationary implications for years 4 through 15.
 - Determine the level of financial commitment from Edina organizations to rent the Sports Dome
 - Identify necessary site amenities necessary to provide for the lowest operational costs of a Sports Dome
 - Determine a footprint for the facility based on the program plan developed by Park and Recreation Consultants LLC (Cunningham Group/Anderson Johnson Associates)
 - Provide generic site development costs based on other projects (Cunningham Group/Anderson Johnson Associates)
 - Review estimated dome facility costs developed by a dome manufacturer's representative (Cunningham Group/Anderson Johnson Associates)
- B. Meeting schedule – Work Study group members asked for a copy of the written report by 2/1/12, so that the work study group would have an opportunity to meet prior to the 2/14/14 Park Board Meeting.

VII. CORRESPONDENCE AND PETITIONS – None noted

VIII. CHAIR AND WORK GROUP MEMBER COMMENTS – None noted

IX. ADJOURNMENT – The meeting was adjourned at 9:00 A.M.